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Early Bird Registration for Equip Exposition Fast Approaching, Ends September 7

*Register now for \$25 before prices double on September 9
Book education sessions before they sell out*



Landscapers, equipment dealers, manufacturers and contractors in lawncare, hardscape and more will not want to miss the deadline for Early Bird registration for Equip Exposition on September 7, 2023. For only \$25, they can attend the international landscape, outdoor living and equipment exposition, which is one of the largest and most unique trade shows in the United States. After September 7, the price doubles to \$50.

Equip Exposition will be held October 17-20, 2023 at the Kentucky Exposition Center (KEC), where the show's 25,000+ attendees can try the latest outdoor power equipment in the 30-acre outdoor demo yard. The show is also marking its 40th anniversary this year by amping up the educational opportunities and fun.

Attendees have access to business strategies that give them competitive edges through workshops, are able to meet in person the social media influencers leading in lawncare business growth, and preview the newest drone and artificial intelligence technology that is rapidly changing how landscapers sell and work.

"Expo offers answers to landscapers and dealers who are facing unprecedented challenges in their business today around labor, innovation, revenue, and new, mandated regulatory requirements around equipment,"

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says Kris Kiser, President & CEO of the Outdoor Power Equipment Institute (OPEI), which owns Equip Exposition. "This trade show is the best place to see what's new, meet others in the same field who may not be your competitors, try out equipment never shown before, and learn how to make more money."

With more than 1,000 exhibits covering more than 1 million square feet of exhibit space, attendees will need to pack their walking shoes. And they might need those shoes for another reason, notes Kiser, who is proud of the 2nd annual Mulligan's 5K Fun Run & Walk, which will again cross the Big Four Bridge and bring attendees into the iconic historic downtown corridor of the River City. The event benefits the Kentucky Humane Society, which will also partner with the TurfMutt Foundation for Mulligan's Mutt Madness, an annual dog adoption event held during the show that pairs the landscapers who create amazing landscapes with the pooches who adore the outdoors.

Equip Exposition offers a host of educational opportunities that can be added to an attendee's registration, including tracks on:

- Outdoor lighting, irrigation, pool and spa, and hardscaping workshops, all areas that landscapers are expanding businesses into while growing revenue.
- Dealer education, covering right to repair, profitability, managing chaos, and more.
- Step into the Drone Zone for a flight simulation and work toward FAA remote pilot certification.
- Workplace culture and leadership workshops with expert Don Rheem to keep business teams humming and on track for success.
- Tree care workshops with certified arborists aloft in a real tree.

There's time for fun too, with Third Eye Blind headlining the event's first arena concert, which will be held at the KFC Yum! Center on Thursday night. Singer and songwriter Dylan Scott will open the show.

House band the Crashers will also play at the Wel-

come Reception on Tuesday at the Kentucky International Convention Center (KICC), as well as at Fourth Street Live! Downtown on Wednesday.

All concerts and the Welcome Reception are included with registration.

"It's all about fostering an environment where people can connect, talk, and do business," says Kiser. "I've seen landscapers at this show talk revenue numbers and strategies to grow their businesses while having a great time. This is our industry's family reunion and we give people a unique space to see the latest industry equipment and advances, and develop professionally."

Attendees have until 11:59 p.m. on September 7, 2023 to register for \$25 at EquipExposition.com. On September 8, 2023 registration fees will double to \$50. On October 16, 2023, prices double again to \$100.

Education session costs are as follows:

- Landscape professional workshops are \$85 each
- Hardscape professional workshops are \$85 each
- Technician training is \$45 per course
- The Hardscape North America demonstration upgrade is \$85

For more information visit equipexposition.com, contact the Equip Exposition office at info@equipexposition.com or call 502-536-7050.

About Equip Exposition

Equip Exposition, the international landscape, outdoor living, and equipment exposition, is held annually in Louisville, Kentucky, and is one of the largest annual trade shows in the United States. The show publishes equip magazine and is owned and managed by the Outdoor Power Equipment Institute, an international trade association representing manufacturers of outdoor power equipment, parts, small engines, battery power systems, portable generators, utility and personal transport vehicles, and golf cars, and their suppliers. For more information visit www.EquipExposition.com

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Medium-Duty Mack® MD Electric Now Available for Order

Mack Trucks announced today that its highly anticipated Mack® MD Electric, the first medium-duty electric vehicle for the brand, is now available for order. Customers interested in ordering the Mack MD Electric should contact their local Mack dealer.

The MD Electric complements Mack's highly efficient, diesel-powered Mack MD model sibling, which has continually experienced growing customer demand since its introduction in 2020. The addition of a zero-tailpipe emissions battery-electric vehicle (BEV) to the Mack medium-duty lineup also supports the company's long-term sustainability goals.

"Mack is excited that customers can now order the Mack MD Electric," said Jonathan Randall, president of Mack Trucks North America. "Mack is committed to moving toward a more sustainable decarbonized future, and the MD Electric is just another step in our journey. Since we introduced the MD Electric in March, we've received overwhelming customer response and interest, so we're happy that customers can now place their orders."

The MD Electric is the second electric vehicle introduced by Mack Trucks to the industry. The first was the Mack LR Electric, which went into production in December 2021.

The Mack MD Electric will be available in Class 6 and Class 7 ratings like its diesel counterpart. The Class 6 model has a Gross Vehicle Weight Rating (GVWR) of 25,995 pounds, and the Class 7 model has a GVWR of 33,000 pounds. Both models are exempt from the 12 percent Federal Excise Tax (FET). The Mack MD Electric will be produced at Roanoke Valley Operations (RVO) in Roanoke Valley, Virginia, where Mack began production of the Mack MD Series in 2020.

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The Mack MD Electric joins the full lineup of Class 6 to 8 vehicles Mack offers to help customers meet their application needs. The MD Electric's three-phase Permanent Magnet Synchronous motor and all on-board accessories are powered by Nickel Manganese Cobalt (NMC) Oxide lithium-ion batteries, either in a 150kWh or 240kWh configuration. The MD Electric can be charged through AC or DC charging units. The regenerative braking system helps recapture energy from the multiple stops the vehicle makes each day.

Developed specifically for medium-duty applications, the Mack MD Electric is built with the same focus on reliability, durability and productivity customers have come to expect from a Mack truck. Designed with the heavy-duty quality of its diesel-powered counterparts, the MD Electric is available in 4x2 configurations featuring a sharp wheel cut for enhanced maneuverability in tight urban settings.

The MD Series cab design features a short bumper-to-back-of-cab (BBC) measurement of 103 inches, an industry best. Similar to the diesel-powered Mack MD Series, Mack matched the bold look and styling of the

Mack Anthem®, Mack's highway model, as a basis for the MD Electric grille and hood design. The Mack MD Electric will be supported by Mack dealers, many of which are already Mack Certified Electric Vehicle (EV) dealers.

The MD Electric will meet the needs of trucking applications requiring dry van/refrigerated, stake/flatbed and dump vocations. The MD6 model does not require a Commercial Driver's License (CDL) to operate for non-hazardous payloads.

The Mack MD Electric is approved to be a part of California's Hybrid and Zero-Emission Truck and Bus Voucher Incentive Project (HVIP). HVIP can help accelerate the commercialization of zero-emission trucks by offering point-of-sale vouchers to increase the affordability of advanced technologies.

Mack revealed the truck for the first time during the National Truck Equipment Association (NTEA) 2023 Work Truck Show in March. For more information about the Mack MD Electric model, visit your local Mack dealer or www.macktrucks.com



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AI-Backed Security Monitoring Trailers Take on Broader, More Proactive Approach

Machine learning and advanced analytics enable mobile CCTV security systems to proactively thwart security threats while also driving operational efficiencies



Construction site theft is a billion dollar a year problem and growing, according to a report from the National Equipment Register. With the cost of materials like lumber and copper at or near record highs, general contractors and builders cannot afford to take security lightly. Often, it is not the loss of materials that comes as the greatest hit to the budget, but instead it is interruptions in operational continuity.

When it comes to protecting construction sites from an attack, a range of options from CCTV systems to 24-hour security guards are often deployed. However, CCTV security installations have typically focused on “inside the perimeter” protection and often lack the teeth needed to be a deterrent. That is changing with new mobile security trailers, loaded with advanced artificial intelligence (AI) monitoring capabilities which can greatly expand the scope of on-site security. Plus, these smart systems are also proving to add operational efficiencies.

On top of the surge in criminal activities targeting the construction industry is the nationwide shortage of law enforcement. This has the potential to increase response times and puts additional pressure on job sites to fortify their security practices.

“As a solution to this issue, the introduction of mobile security trailers presents a timely opportunity to proactively detect potential security threats before they escalate into more severe situations,” explains Cameron Simon, Senior Vice President of Industrials, Technology & Services for Stallion Infrastructure Services, a leader in mobile security, video surveillance and communications services.

Smart Security

Mobile security trailers, which have become common in retail parking lots in recent years, are now increasingly the go-to equipment for the construction industry as well. Made up of a trailer armed with high-definition cameras attached to an extendable mast and powered by solar panels, these systems can be quickly deployed and set up in minutes. They can also be repositioned as threat profiles change.

Mobile security trailers are not new, but sophisticated data analytics is changing how these intelligent systems operate and is enabling a more efficient approach to securing a job site.

According to Simon, the current trend in construction is reminiscent of the retail industry's surveillance practices. While it has been a customary practice to install numerous cameras inside stores, businesses are now equally keen on monitoring the activities of individuals in the parking lot perimeter or access points before they even enter the premises.

The latest AI-enabled technology provides an opportunity for companies to have real-time, continuous monitoring of their projects, people, assets, and environment. This may include identifying whether or not someone is brandishing a weapon which is now possible with advanced AI systems. These systems can also alert on vehicles, people, and motorcycles as well as spot smoke and fire – which are always a concern at any project.

Uptime

For the construction industry, stopping a potential attack, theft, or property damage is a real concern, yet it is the potential loss of uptime or business continuity that keeps operators pushing out more security trailers onto their properties.

“Recently, we deployed at a remote facility where some expensive assets were staged for an upcoming project. Someone came in attempting to steal some electronics,” explains Simon “It was a couple of hundred-thousand-dollars-worth of equipment that we prevented from being stolen.

Stallion's advanced analytics detected the intruder before he entered the property, then the virtual-guard monitoring team took over, coordinating with the on-site customer team to proactively apprehend the thief, preventing the crime and potential losses.

“When you look at the construction space specifically, the real value is not just stopping someone from stealing some expensive windows, it is much more about manag-





ing a project timeline,” explains Simon.

The replacement of the windows, while costly, may be just a small amount when compared to the domino effect of having to then push back other aspects of the project which are dependent on the windows being installed.

“Now they’re not on time, not on budget, and the contractor cannot fulfill his contract,” adds Simon. “The losses can be enormous.”

Deterrence

The way in which security monitoring trailers are rolled out is in stark contrast to that of traditional CCTV which was built and designed to be fixed installations that often blended into the surroundings.

Simon emphasizes the significance of deterrence as the primary defense against potential security threats. Traditional CCTV cameras often act as passive observers, but with the introduction of mobile security trailers, the situation is different.

These trailers are highly visible, sending a clear message that they are actively monitoring the area. The aim is to make people aware of their presence, ensuring that potential wrongdoers are discouraged from carrying out any illicit activities.

Popular deterrent features include motion-activated strobe lights and talk-down speakers that can announce that police or security has been alerted to someone’s presence.

“At the same time those on-trailer features take action, an alert gets sent to a central monitoring center where trained professionals take over for AI,” says Simon. “They can then quickly review the incident and determine actionable next steps in real-time.”

Those next steps are typically customized for each facility and may include contacting security guards, local police, or customer representatives.

Operations

Beyond just security, the AI systems on the advanced monitoring trailers can also provide operational efficiencies. For example, it could be as simple as alleviating congestion from multiple deliveries that occur at the same time. It can also be heat mapping of activities to make changes to operational workflows.

“There are some job sites that simply need an extra set of eyes out there looking out for environmental exposures, spills or failures on a piece of equipment,” adds Simon. “These advanced systems are not limited to just anti-theft or anti-vandalism. They are truly a second set of eyes and ears out there.”

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PPE compliance can also be managed by security monitoring trailers.

In addition, mobile monitoring trailers offer another notable advantage: the ability to swiftly exchange them in case of maintenance issues. For example, Stallion has strategically positioned nationwide operational facilities and can quickly provide replacement trailers with high-end commercial-grade cameras and software infrastructure, if needed. To ensure maximum uptime, the company also conducts a daily virtual "pulse check" on each system

within its extensive fleet across the country to guarantee uninterrupted operation.

"Is the unit charging adequately? Are the batteries working optimally? Are the cameras and the system working and free of visual obstructions?" asks Simon. "If your systems aren't working properly, that's a potential failure point we intend to proactively manage and prevent."

Another common failure point is connectivity. Trailers should be able to connect with more than just a single cellular service. Simon suggests finding a supplier that can use multiple carriers as well as low-earth orbiting satellites and point-to-point connections for redundancies. This also allows users to log in from anywhere and check in on the facility through a secured portal.

According to Simon, there is a consistent demand for security equipment, both during times of prosperity and adversity. During busy times, companies seek to acquire surveillance systems to manage multiple projects and alleviate the burden on their staff.

However, during tough times, incidents of theft and equipment loss tend to increase, making security measures all the more essential. Hence, the issue of security is a persistent concern that cannot be overlooked, regardless of market conditions.



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